

STRATEGIES OF COMMUNITY EMPOWERMENT FOR THE ECONOMIC DEVELOPMENT IN MAKASSAR INDONESIA

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Abstract: This research aims to study the strategies of the government in empowering the community for the economic development in the city of Makassar Indonesia. The study used a descriptive approach, involving a sample of 60 respondents that were selected through a random sampling. The population of this study consists of 300 members who have been trained in entrepreneurship skills. Data collected through observation, questionnaires, interviews, documentation are analyzed using a descriptive statistical and SWOT technique. Results indicate that the strategy of community's economic empowerment has increased socio-economic condition of people. Skills and knowledge of the participants has significantly increased and the model supported the residents to run their business. They have earned more income and skills in managing the business. The government, thus, have to facilitate these people to improve their entrepreneurial skills and the capacity in managing business at home.

Keywords: Community empowerment, local economic development, entrepreneurship.

INTRODUCTION

Community empowerment is one of the efforts to improve the welfare of the community, through several activities. Such activities increase the community membership, environmental improvements, business development, economics development, improvement of financial institutions, as well improving the ability of communities to increase their production. Community empowerment is a social activity, in which the residents of a community organize themselves in the planning through collective action there by to solve social problems or meet social needs in concerning the availability of local resources. The group of lower income people generally coming from the members who have no skills and face internal resistance of themselves as well as external pressure from the environment. Therefore, empowering the community is turned to be one of the most important pillars of poverty reduction policies. Community empowerment policy is considered as a recipe because the result can be prolonged. Issues of poverty was always addressed through community empowerment approach.

This study examines how the empowerment of communities are exercised in relation to Local Economic Development. Local Economic Development (LED) is a process that attempts to formulate institutional development in the region, by improving the ability of Human Resources to create products that are better as well as development of industrial and business activities on local scale. In the context of

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the Local Economic Development, one of the empowerment program organized by the Agency for Women and Children in the city of Makassar is a 'Tailoring Training program', which has extended assistance to the public envisioning empowerment of community. Tailoring training is part of a community extension program that is given to improve self-confidence, giving them the skills of how entrepreneurship can exploit the capabilities that exist within them. Community empowerment program organized in three districts of Makassar, viz., in the District of Ujung Tanah, District of Tallo and District of Tamalate that has worked well with the objective to improve social welfare and entrepreneurship skills for betterment. The research question raised in this paper include how the community empowerment strategies has ensured local economic development and the benefits to the public in Makassar-Indonesia? The purpose of this study, thus was to analyze the strategy of community empowerment in developing the local economy and the benefits to the public in Makassar.

LITERATURE REVIEW

According Suhendra (2006), empowerment is "an activity that is continuous, dynamic, synergistic manner to encourage the involvement of all the potential that exists in evolution with the involvement of all". Furthermore, according to Ife (1995) "empowerment aims to increase the power of disadvantaged". According Widjaja (2003) community development is an effort to improve the capabilities and potential of the community, so that people can realize the identity, status and dignity to the maximum to survive and develop them independently at economic, social, religious and cultural level.

Community empowerment is an economic development concept that concern the social values. It reflects the new paradigm of development, for example "people-centered, participatory, empowering, and sustainable" (Chambers,1995). This concept is broader than merely satisfy basic needs or provide a mechanism to prevent the further impoverishment (safety net), or those who think lately has developed the concept as an effort to find an alternative to the growth in the past. This concept evolved from the efforts of many experts and practitioners to find out alternative development, which requires' inclusive democracy, Appropriate economic growth, gender equality and inter generational equaty (Friedman 1992). Community empowerment approach which include the development of the local economy is giving emphasis on the importance of independent local communities as a system organizing themselves. Owned community empowerment approach certainly expected to give a role to the individual and not as objects, but as perpetrators or the factors that determine their own lives.

The aim of community empowerment program is to facilitate the local community development. Local community development is a process that is shown to involve economic and social capabilities to the community through active participation and initiative of community members. Members of the public regarded not as a system and that is problematic, but as a small community that has the potential, it's just that potential has not been developed. Local community development is basically a process of interaction between members of the local community who are facilitated by social institutions, which helps to raise awareness and develop their ability to achieve the expected goals.

Sulistiyani (2004) explains that the goals of community development is to form individuals and communities become self-reliant. The independence includes thought independence, act, and control what they do. Independence of the community is a condition that experienced by the society characterized by the ability to think, decide and do something that is deemed appropriate in order to achieve solving the problems faced by using the power / capabilities. From the foregoing discussion it can be explained that the empowerment of the community lies in its own decision-making process for developing options for adaptation to change environmental and social scenarios. Therefore, an understanding of society's initiatives in adapting environmental changes is essential for human-oriented development (people centered development), which underlies local resource management insights.

According to Ife (1995) there are three strategies applied to community empowerment, namely; *Planning and policy (policy and planning)*; to develop changes in the structures and institutions that enable the public to access various sources of life to increase the standard of life. Planning and policy siding can be designed to provide a sufficient source of life for the community to achieve empowerment; *social and political action* (social and political action); means that the political system amended close as to allow the public to participate in the political system. The existence of a political community involvement opportunities in achieving condition empowerment; and Increased awareness and education; as certain communities are often unaware of the persecution that happened to him. Oppression condition exacerbated by the absence of skill to survive economically and socially. Local Economic Development is a process of economic development where endogenous stakeholders (government, private, and community) are actively involved in managing local resources to create jobs and to stimulate economic growth in the region. The principle application is the cooperation of stakeholders who will determine the sustainability of local economic development (Supriyadi, 2007).

Based on the discussions above, the purposes of local economic development include:

1. establishing a network of partnerships between economic operators to tap the local potential by increasing the capacity of the market at the local, regional and global level;
2. strengthening the capacity of local institutions (government, private, and community) under the management of local economic development;
3. the occurrence of an actor better collaboration between the public, business and the community; and
4. collectively encourage favorable conditions for economic growth and employment.

The successful development of the local economy can be seen from several indicators, which include:

1. expansion of opportunities for small communities in employment and business;
2. expansion for the community to increase revenues;
3. empowerment agencies micro and small enterprises in the production process and marketing; and
4. empowerment institutional working relations between government, private sector, and local communities (Supriyadi, 2007).

RESEARCH METHODOLOGY

This research is a form of quantitative study involving a sample of 60 respondents whom were drawn with random sampling. 300 people who have attended training conducted by the government through the Women and Children of Makassar were considered \into the study. Data were collected through observation, questionnaires, interviews, and documentation. The data analyzed with descriptive, statistical and SWOT analysis.

RESULTS AND DISCUSSION

Strategies for Community Empowerment in Local Economic Development

(a) Implementation of the Community Empowerment Program: Empowerment program implementation is measured by the use of standard assessment consists of forming groups, socialization is done, the delivery of aid, business support facilities and the role of Women's Empowerment. Table 1 data gives an idea of the answer of respondents or several questions posed to investigate the implementation of community development programs in community by empowering women auxiliaries.

TABLE 1: DISTRIBUTION OF RESPONDENTS' ANSWERS ON IMPLEMENTATION OF COMMUNITY EMPOWERMENT PROGRAM FOR LOCAL ECONOMIC DEVELOPMENT

No.	Standard Rate	Category					Amount (person)
		Very Good	Good	Enough	Less	Bad	
1	Formation of Group	0 (0,00)	50 (83,33)	8 (13,33)	2 (3,33)	0 (0,00)	60 (100,00)
2	Socialization	30 (50,00)	20 (33,33)	10 (16,67)	0 (0,00)	0 (0,00)	60 (100,00)
3	Handover	0 (0,00)	40 (66,67)	20 (33,33)	0 (0,00)	0 (0,00)	60 (100,00)
4	Support Facilities	0 (0,00)	0 (0,00)	10 (16,67)	50 (83,33)	0 (0,00)	60 (100,00)
5	Women Empowerment roles	50 (83,33)	10 (16,67)	0 (0,00)	0 (0,00)	0 (0,00)	60 (100,00)

Source: Research data processing, 2016.

Implementation of development programs were conducted at the city of Makassar. Based on the evaluation, which is shown in the table, the empowerment program goes well with the early stages. Where the stage of group formation, socialization and the role of the empowerment of women are getting a good response from the respondent. But, very less effort has put in extending supporting facilities so that the program can not be run optimally. Low level of education and the entrepreneurship which owned by the community cannot make this program optimally.

(b) Factors affecting the Implementation of Community Empowerment: In practice, every community empowerment program, can be influenced based on several factors that are derived from the within the community or outside. It relates with the implementation of the empowerment program for the disadvantaged areas in the study site. The internal factors and external factors which are affecting the course of the program which can be explained as follows:

Internal Strengths

There are some internal factors were identified to be the strength of community development programs for local economic development groups in the study site tailoring, includes:

1. the number of people who are really interested to participate in training activities that are organized by the government in order to increase the knowledge for the public about about entrepreneurship;

2. potential age of people in the city of Makassar around 31-40, people who join and participate follow the coaching; and
3. people desire is very high in running a tailor business group, that provides benefits in order to increase their income to sustain life.

Internal Weaknesses

In addition, there are some internal factors which are the weaknesses of community empowerment programs for local economic development tailors group, which include:

1. lack of business support facilities such as a sewing machine, the control group experienced problems etc.;
2. the limited accessibility to get capital resulting in limited expansion of the work of the community so that the results of production is not optimal; and
3. the level of education is almost flat in a low research examples in the presentation of District of Tamalate, where education degree has graduated to the high school only 33.33 percent, so that less entrepreneurial insight to compete.

External Opportunity Factors

Meanwhile, external factors into the community empowerment program viz., development opportunities of local economic development for tailor groups in this research sites include:

1. support the development of government policy in the form of community empowerment in Makassar is a good basis for the community to develop the potential of existing resources in Makassar;
2. opportunities for the entrepreneurship with government policies and resource potential in Makassar bring about positive impacts for people that to obtain employment; and
3. guidance and support given by the government in the form of training can help the people to carry out the role in increasing their revenues.

External Threat Factors

External factors that pose a threat to community empowerment programs for local economic development in the sewing group include:

1. the community is now capable of processing the items that can be useful and can be sold. For that the people in the city of Makassar need to have

high morale and further raise an insight on how entrepreneurship is good for development;

2. the number of workers are very experienced and competent; and
3. the number of established large businesses started by experienced people, become a threat to the people who have small businesses that invites completion in production and marketing their products.

Based on the identification of factors that affect the community empowerment program, in the city of Makassar, for local economic development, the improvement can be suggested using the results of internal and external factors. The strategy used is to develop the opportunities of the strength and minimize the weaknesses and the threats. Based on the evaluation of internal factors and external factors of community empowerment strategies formulated, alternative to local economic development groups among the taiors using SWOT analysis is presented in tables 1 and 2.

TABLE 2: FACTOR EXTERNAL AND INTERNAL FACTORS PROGRAM EMPOWERMENT OF LOCAL ECONOMIC DEVELOPMENT IN MAKASSAR – INDONESIA

<i>Factors</i>	<i>Strengths</i>	<i>Weakness</i>
<i>Internal factor</i>	<ul style="list-style-type: none"> • Large volume of communities are interested to participate and govern empowerment programs in Makassar. (S1) • Potential Age of for in Makassar about such assignment is in between 31-40 participated. (S2) • Communities motivation is very high in formed group in doing business. (S3) 	<ul style="list-style-type: none"> • Limitation in support facilities such as sewing machines, so that the group got obstacles. (W1) • Limitation of accessibility to the capital has caused limited opportunity for expansion. (W2) • Range of Education degree got low likely in the district of Tamalate, which is graduated to Senior High School about 33.33 percent. (W3)
	<i>Opportunity</i>	<i>Threats</i>
<i>External factor</i>	<ul style="list-style-type: none"> • Govern Development Policy such as community empowerment and development has good base in Makassar. (O1) • Entrepreneurship Opportunity throughout potential resources and govern policy in Makassar. (O2) • Support from the government that helps people to be better. (O3) 	<ul style="list-style-type: none"> • Competitive of the world business such as people potential in recycle the second-hand be useful to sell. (T1) • More labor experienced. (T2) • More establishment in great business established by experienced person. T3)

TABLE 3: MATRIX OF SWOT COMMUNITY EMPOWERMENT AGAINST LOCAL ECONOMY DEVELOPMENT IN MAKASSAR – INDONESIA

<i>Internal Factors</i> <i>External Factors</i>	<i>Strengths (S)</i>	<i>Weakness (W)</i>
<i>Opportunity (O)</i>	<ul style="list-style-type: none"> • Social or Economic aspects of Development (S1-S3 and O1-O3) 	<ul style="list-style-type: none"> • Support facilities development (W1) • Accessibility Development towards opening capital for entrepreneurship (W2, W3 and O2) • Sustainable empowerment of the government (O1 and W3)
<i>Threats (T)</i>	<ul style="list-style-type: none"> • Knowledge and skill growth in entrepreneurial efficiency. (S1-S3 dan T1-T3) 	<ul style="list-style-type: none"> • Govern productivity Increase (W2, W3 and T3) • Experienced labor development (W1, T1 and T2)

Source: Research Data process, 2016.

The results of the SWOT analysis, has formulated three community empowerment strategies toward local economic development in the city of Makassar, namely:

1. **Improvement of Socio-Economic Aspects:** Aspects of human resources, natural resources availability and the environment, the availability of adequate infrastructure, effective and efficient institutional and socio-economic conditions are stable factors that should be the strength to take advantage of existing opportunities. Examples: Increase the domestic economy through changes in the pattern of family income and consumption, as they engage in activities that can generate money so they can organize their lives, can be worthy of their earnings and can be used for everyday life.
2. **Empowerment sustained by government:** Changing people's behavior is not as easy as turning the palm of the hand. Efforts in this direction will require considerable time, as it also requires perseverance and patience. Therefore, it takes quite a long process of integration. This process should be supported by the role of both central and local government to be organized properly. Example: supporting sustainable development of quality of life, such as getting jobs for unemployed workers so that they can hang up their lives and their lives could be much better than before.
3. **Improvement of business support facilities:** Besides from the support of the government, for development programs to local economic development, it can run properly and optimally, when it will be supported with adequate facilities, henceforth the program held by the government to these

communities can work well towards the economy of communities in need. Examples: support facilities like sewing machines so that the public can boost their creativity.

BENEFITS FOR COMMUNITY EMPOWERMENT

Some of the benefits obtained is empowering people who have attended the training as well as interviews of informants that includes; (a) increase the income of the community, (b) increase knowledge and skill to manage the business, (c) deliver creative ideas held to produce a work, (d) broaden the public about entrepreneurship, and (e) communities access to information on job opportunities and business fields.

DISCUSSION

The results showed that the implementation of community development programs in developing local economies in Makassar is going well. The community empowerment programs give good impact on the public in Makassar. Community empowerment strategies that do, not only training in sewing, but also taught about how to manage the business viz., make financial reports, make proposal and also creating right sewing patterns. The successful implementation of the empowerment program could not be separated from the potential of the community. This is in line with the opinion of Suharto (2010) that "Community Empowerment actually refers to the word" Empowerment ", which is an attempt to actualize the potential that is already owned by the public". So a community empowerment approach to community development is the emphasis on the importance of independent local communities as a system of organizing themselves.

The results of this study found that, the business support facilities are very limited, especially in the form of a sewing machine, as it is felt by the public. Such situation creates constraints in developing business. In addition, the limited accessibility and funding to develop a business that has been run. This is the cause of the people who have followed the training has struggled to develop its business. In line with Kartasasmita (1996), suggestion, the implementation of community empowerment activities must be done through the following activities: first, to create an atmosphere or climate that allows the potential of developing societies (enabling); second, strengthen the potential or the power possessed by the people (empowering); and third, empowering also contains the meaning of protect.

The starting point of community development is with the feeling that every human being or every member of society, has the potential and that can always continue to be developed, which means that no society is completely helpless, because in that case it would be easy extinct. From the results it is showed that the number of people who have attended the training activities viz., 300 participants from 3 districts, namely districts; Tamalate, Ujung Tanah, and Tallo. This shows that

the public in Makassar has a very high motivation to support their family income with feasible professions, that they can support them for survival in a more feasible manner. Community empowerment strategies by governments that trains people on how to manage a business and some skills life skills, is useful to the public in Makassar, so that people can use the results of training to develop their business or more creative and independent.

Coaching and support from the government is very useful for people in the city of Makassar, which in this case they can come together to create a work that can be used by other communities. This is very useful, but can be used by outside communities, also to train and guide people to be independent and creative entrepreneurs.

Guidance and very high government support are there with the people who have followed the training process and labor-intensive enterprises in the city of Makassar. Nevertheless, people still need the empowerment program, which is implemented on an ongoing basis. Therefore, the government should continue to participate to help the community empowerment program in local economic development, which remains always to get more attention. It is also important that, with this support, the poverty should be reduced in the city Makassar. The results showed that the average citizen who has attended intensive training and managing a business, most do not complete education to high school, but this is not an obstacle to run government programs. However, this should not be an excuse in developing their knowledge, especially during this time, on how the entrepreneurship can improve the economic conditions of society, which is very low. Furthermore, from the results it is showed that the government has planned and directed to follow training to add knowledge and skills of citizens, in Makassar. However, this needs to be creative and independent.

CONCLUSION

Based on the results of the research and discussions, it can be concluded as follows:

1. The community development strategy of the government in developing the local economy, namely; (a) improving the socio-economic aspects, (b) implement the Community Empowerment Program on an ongoing basis, (c) provide training to increase knowledge and skills of the communities, and (d) provide assistance in business support facilities for residents who need to open a business field.
2. The benefits of community empowerment have had training in the development of the local economy include; (a) increase the income of the community, (a) increase knowledge and skill intensive and how to manage the business, (c) can deliver creative ideas held to produce a work, (d) broaden the public about entrepreneurship, and (e) communities gain access to information on job opportunities and business fields.

SUGGESTIONS

Based on the research conclusions can right be suggested as follows:

1. The government need to promote innovative strategies in the community empowerment programs.
2. Government must provide sufficient facilities for the people who have been trained, so that they can improve their efforts in producing the products, and earn more income in the future.

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